

22nd Annual Kennedy Krieger Institute Festival of Trees Holiday Market

Festival of Trees is Kennedy Krieger Institute's largest fundraising event of the year and the largest holiday-themed event in the Mid-Atlantic region. Over 35,000 attendees attend this event each year. Join us and help a worthwhile cause.

Why Exhibit at the Festival of Trees?

- Reach buyers at the height of the Christmas Season
- Grow your customer base by reaching a more diverse audience
- Connect with over 35,000 attendees throughout the holiday weekend
- Enjoy the beautiful displays and cheerful environment
- Support the cause for children with disorders of the brain and spinal cord served by the Kennedy Krieger Institute
- Take advantage of an aggressive and well-planned marketing program

Advertising & Promotion That Works for You

TRIGGER AGENCY has over 17 years of experience in event management. To ensure a successful show, we have organized a result driven multi-media campaign designed to reach the audience you want. This program includes:

- Direct Mail Campaign
- Advertisements in daily and weekly newspapers
- Advertisements in monthly periodicals
- Commercials on local television stations
- Event coupons/ promotional pieces for exhibitors to distribute to clients and prospects
- Local media coverage during the event

Festival of Trees Attendees Want to See...

- | | | |
|----------------------|-------------------------|---------------------|
| Handmade crafts | Stained Glass | Linens |
| Fine Art | Ribbons & Wrapping | Rugs & Quilts |
| Photography | Paper | Furniture |
| Christmas Gift Items | Floral Decor | Home Accessories |
| Christmas ornaments | Dolls | Stocking Stuffers |
| Books | Embroidery | Jewelry |
| Holiday Foods | Toys & Children's Items | Personalized Crafts |
| Holiday Wines | Pottery | |

Call Today 800.830.3976 or visit www.festivaloftrees.kennedykrieger.org



Festival Of Trees

KENNEDY KRIEGER INSTITUTE
HOLIDAY MARKET

MD State Fairgrounds
Timonium, Maryland
November 25 - 27, 2011

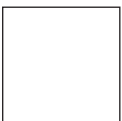
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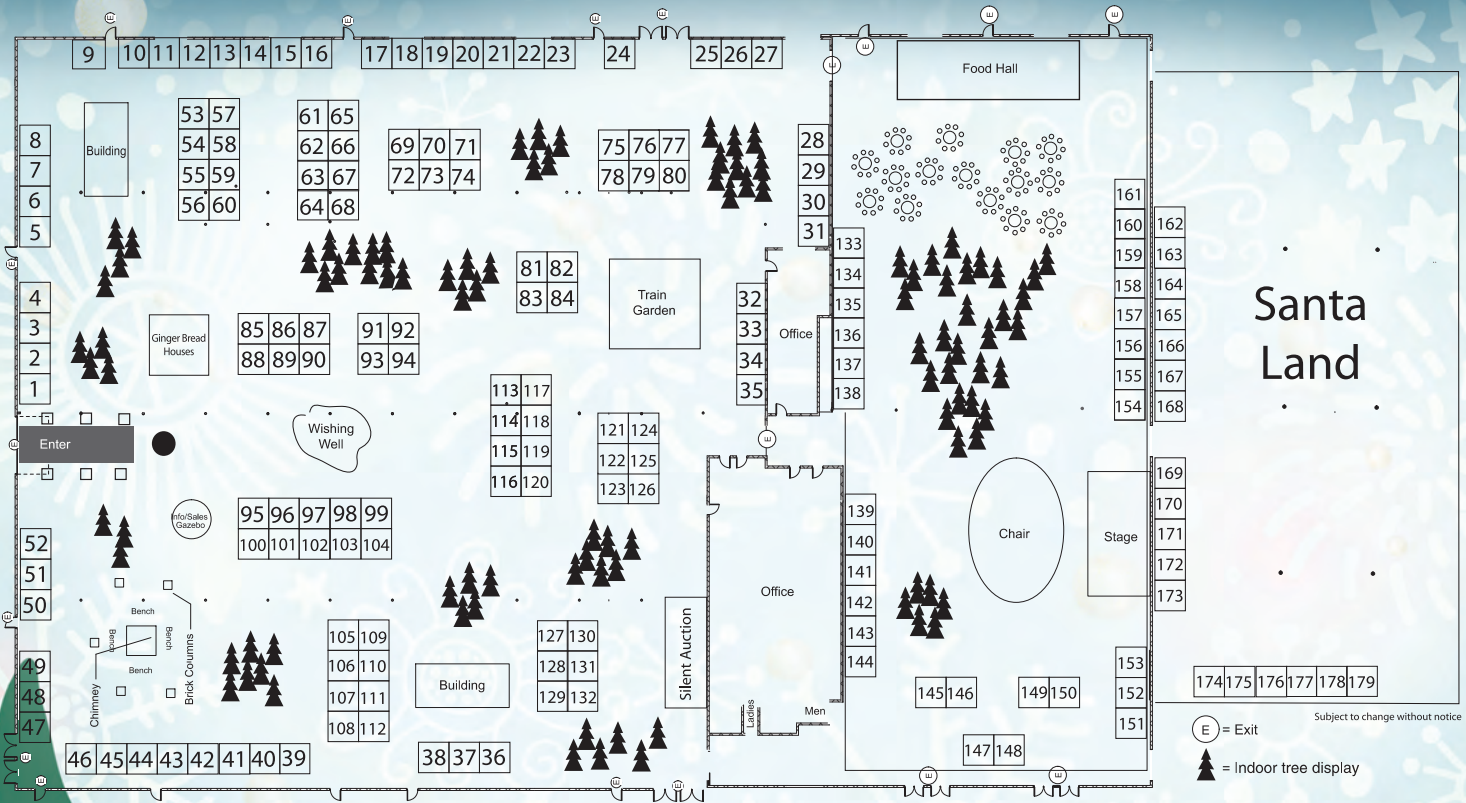
2011
HOLIDAY MARKET
KENNEDY KRIEGER INSTITUTE
Festival Of Trees



Trigger Agency
3539 Clipper Mill Road
Baltimore, MD 21211



Maryland State Fairgrounds Floorplan



QUICK FACTS

Show:

22nd Annual
Festival of Trees

Date:

Friday.....10 am-9 pm
(KKI VIP Breakfast).....8:30 am-10 am
Saturday10 am-9 pm
Sunday.....10 am-6 pm

Facility:

Maryland State Fairgrounds
Timonium, Maryland
(Cow Palace)

Exhibitors:

150+ Expected

Attendance:

35,000+ Expected

Move In:

Wednesday
November 23, 2011
9 am - 5 pm

Move Out:

Sunday
November 27, 2011
6:01 pm - 9 pm

Electrical:

Electrical order forms will be sent to the exhibitors after the contract is received.

Tables:

Approximately \$25 for 3 x 8 Table

Booth Cost:

Hand Crafted
Artist Booth - 10 x10 ...\$495
Commercial
Booth - 10 x10\$795
Commercial
Booth- 10 x20\$1095
Corners - additional \$50

No Early Breakdown No Exceptions

Contact Anne today at 800.830.3976 x103 or afitz@triggeragency.com
www.festivaloftrees.kennedykrieger.org

Booth Request & Product Sales Application



This form must be completed and submitted with picture of booth in order to participate in this show. This form is for our benefit as well as our exhibitors, and helps us to maintain variety and consistency at our shows. Trigger Agency (show management) reserves the right to remove any exhibitor or any inventory that has not complied. No deadline for receipt of application. Space is juried until sold out.

Date _____ I, (print name) _____ certify the following

Company (herein referred to as Exhibitor) _____

Address _____

City _____ State _____ Zip _____

Tel _____ Fax _____ Email _____

Some booths have decorative columns that encroach the 10 x10 booth space, please indicate here if you do NOT want this on your booth. Lighting is diffused throughout the festival for theatrical purposes. Please prepare your booth space display appropriately.

YES, please reserve space for me in the 21st Annual Kennedy Krieger Festival of Trees Holiday Market at the Maryland State Fairgrounds in Timonium, Maryland for November 25, 26, & 27, 2011.

10 x10 Hand Crafted Artist Booth at \$495

10 x10 Commercial Booth at \$795

10 x20 Commercial Booth at \$1095

Corner - additional \$50 special requests _____

Booth Choice: 1st 2nd 3rd Total Space Price to be Paid

We accept checks made payable to Trigger Agency or Credit Card: MC VISA AMEX DISC

Card Number* _____ 3-Digit Security Code _____ Exp. Date _____

Holder's Name _____ Authorized Signature _____

*When using a credit card, a 50% Deposit (per booth) will be charged upon receipt of this application, and the remaining balance will be charged 60 days prior to the show. Any applications received within 60 days of the event, will have the entire amount charged upon receipt of this application. All final balances are due 45 days prior to the show. Company signature below and a deposit are required to secure booth space. All credit card purchases agree to add \$10 fee for processing.

PRODUCTS YOU WILL BE EXHIBITING AT THE SHOW: _____

(If you have any additional items for display, or comments, please submit as an attached form. Items not listed will not be allowed on the show floor.)

I understand the following terms:

- My space must be staffed at all times.
 - The space on which Exhibitor shall display and exhibit products shall be as shown on the official diagram for said event or such other space of equal size as the Management may hereinafter designate. Show Management reserves the right to relocate any exhibitor at any time for the benefit of the show.
 - The Exhibitor agrees to pay the sum above specified as follows: 50% due upon the execution of this agreement, and the remaining balance due by 60 days prior to the event. For all credit card payments, any balance due other than deposit will be automatically charged to the card on file 60 days prior to the event. Exhibitor agrees to all credit card processing fees.
 - The actual occupation of the space is of the essence hereof. In the event the Exhibitor shall not occupy said space then and in such event Show Management is expressly authorized to occupy or cause said space to be occupied in such a manner as it may deem best for the interest of said event without any rebate or allowance whatsoever therefore to Exhibitor and without in any way releasing the Exhibitor from any liability hereunder, and the Exhibitor expressly agrees to pay the Management in the full sum hereinabove set forth.
 - Exhibitor shall not, without prior written consent of Show Management, assign or sublet such space, or any part thereof, or move out his display before official closing of said show.
 - The conditions, rules and regulations adopted by Show Management are made a part hereof and incorporated herein, and the Exhibitor agrees to be bound by each and every one of them; and Show Management shall have full power in the matter of interpretation, amendment and enforcement of all said conditions, rules and regulations.
 - Exhibitor is responsible for their own well-being and will carry all necessary insurance for their person and chattel while setting up, tearing down and exhibiting in the show.
 - Once an application is accepted by Show Management, no deposits will be refunded for any reason.
 - Specifically, Show Management will not be liable for refunds or any other liabilities whatsoever for the failure to fulfill this contract due to any of the following causes:
 - By reason of the enclosure in which the show or pageant is to be produced, being, before or during the show, destroyed by fire or other calamity.
 - By any act of God, public enemy, strikes, statutes, ordinances or any legal authority, or any other cause beyond Show Management's control.
 - That no agreement, respect of the matters herein contained, shall become a part hereof unless duly endorsed hereon.
 - In any case where an automobile or moving vehicle is a part of an Exhibitor's display, said vehicle is required to stay in place for all hours that the show is open. All keys to said vehicles will be surrendered to Show Management upon move-in.
 - Final approval of this application is at the discretion of Show Management.
 - As the individual executing this contract, I expressly infer that I have the authority to act as legal representative of Exhibitor and as such legally authorizes the exercise of this contract in its entirety. This contract is non-refundable, non-cancelable and non-transferable.
 - If Exhibitor disputes payment/payments applied to MC, VISA, DISC, or AMEX, and the dispute/inquiry is resolved in favor of Show Management, Exhibitor will be subject to an additional administrative fee of \$500.00.
 - In the event that Exhibitor fails to meet its financial and contractual obligations under this contract and Show Management refers the matter to an attorney for collection, Exhibitor shall be responsible for legal fees at Fifteen Percent (15%) of the total amount due, all related court costs and all collection fees associated with all collection efforts.
- By signing below, signor for Exhibitor acknowledges that he or she has read, understood, and agrees to the language above and agrees to all Terms and Conditions and Rules and Regulations as published by Show Management,

Authorized Signature _____ Date _____

RESERVE YOUR BOOTH SPACE TODAY! Complete this form and return to our offices along with a 50% deposit (per booth).